



NATA

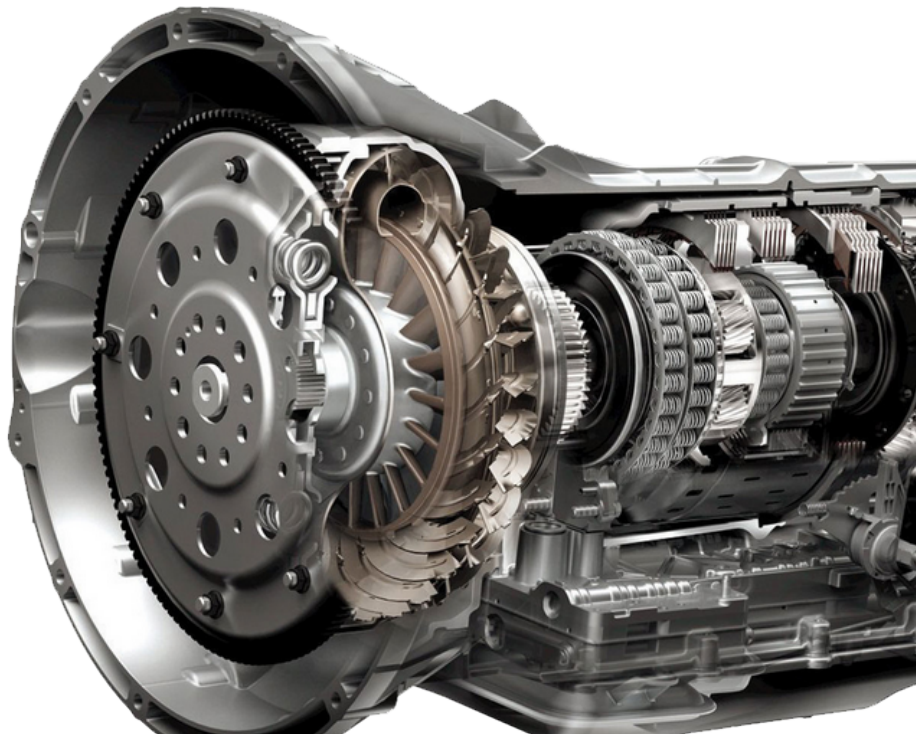
LOGO BOOK

NIGERIAN AUTOMOBILE TECHNICIANS ASSOCIATION

ABOUT THE BRAND

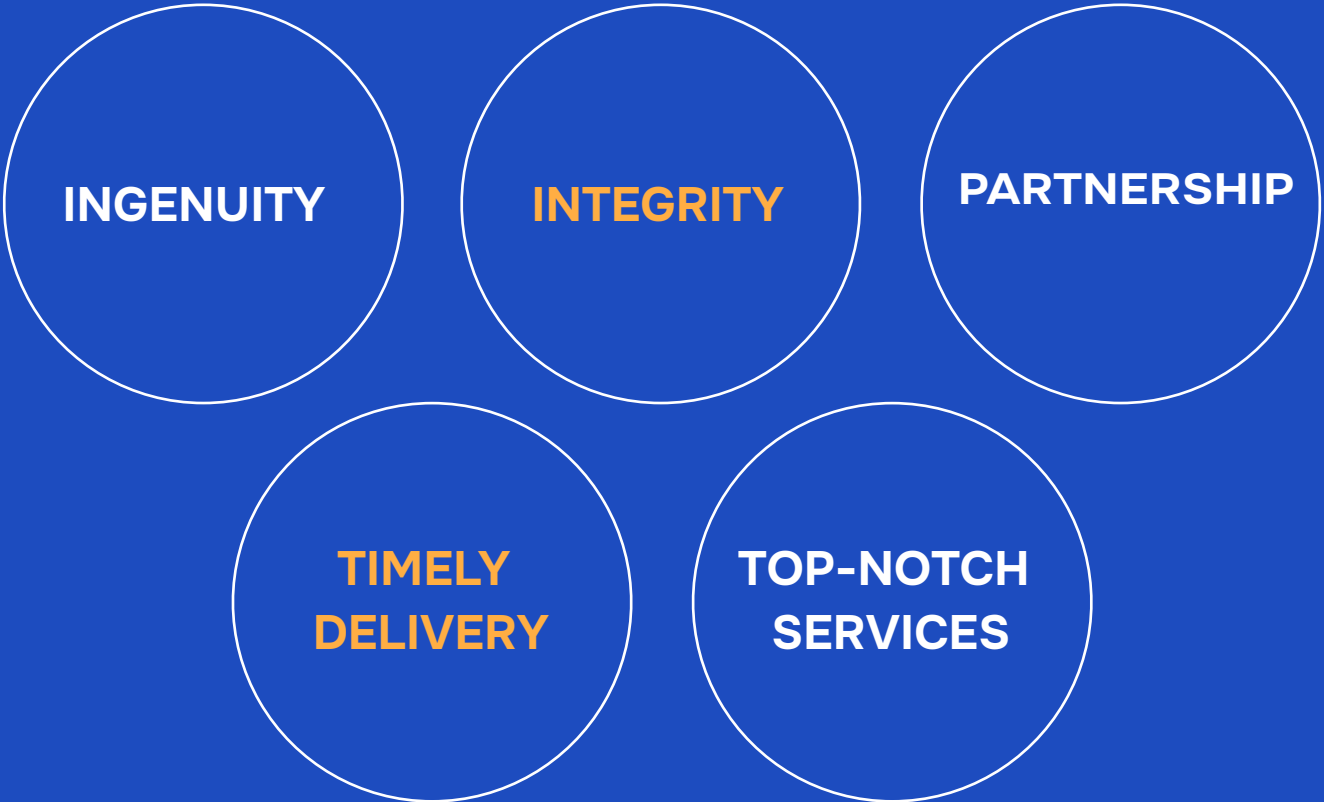
At the Nigerian Automobile Technicians Association (NATA), we believe in "Keeping Nigeria Moving on Safe Wheels." Our commitment to excellence is driven by our core values: ingenuity, integrity, top-notch services, timely delivery, and partnership.

NIGERIAN AUTOMOBILE TECHNICIANS ASSOCIATION

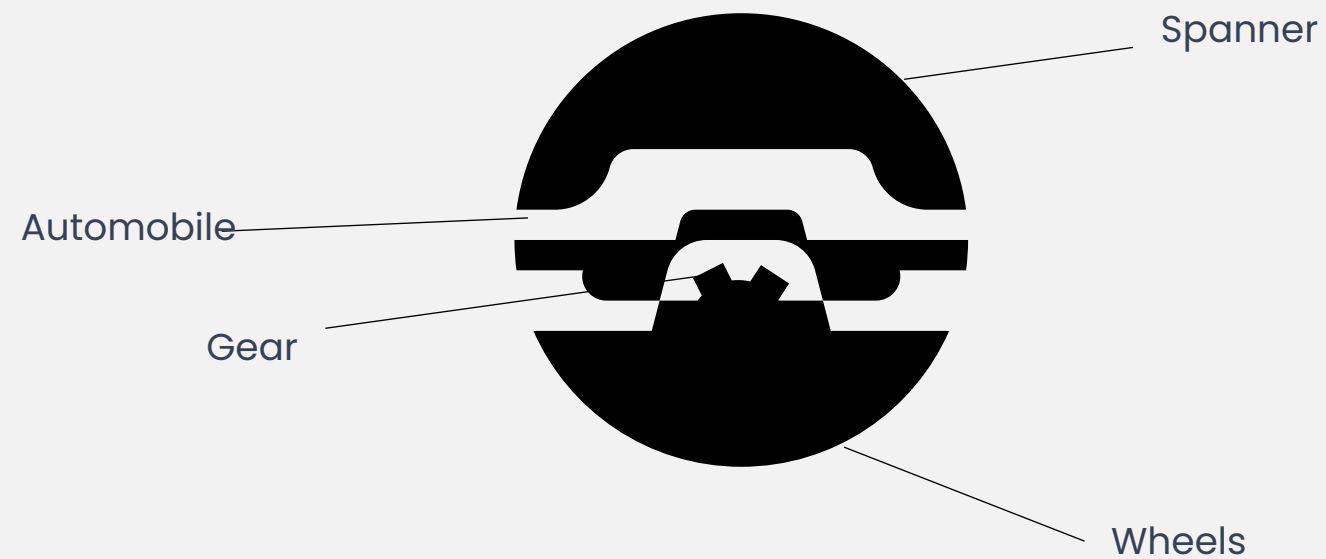
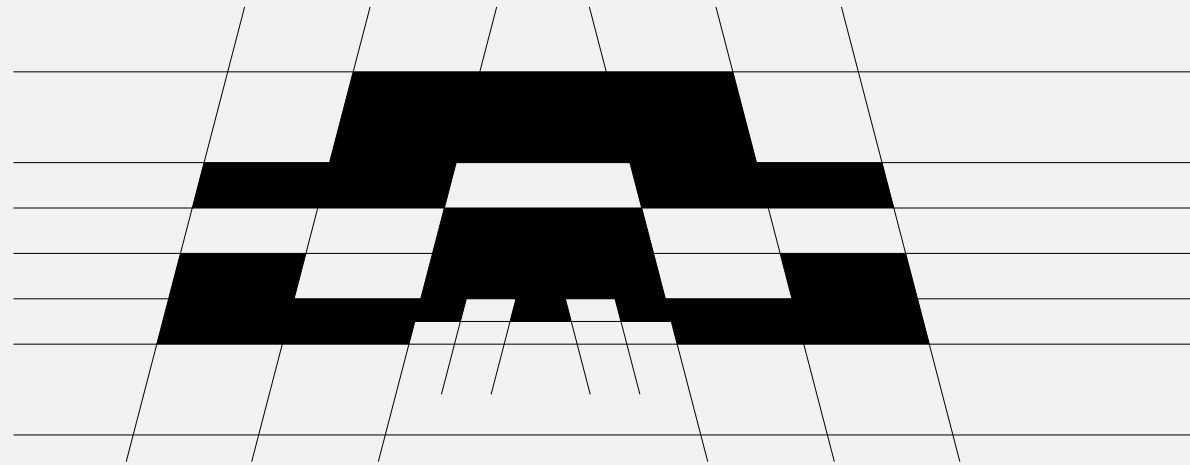


BRAND STORY

we pride ourselves on our innovative approach to service delivery we are committed to maintaining the safety and reliability of Nigeria's roads, one vehicle at a time.

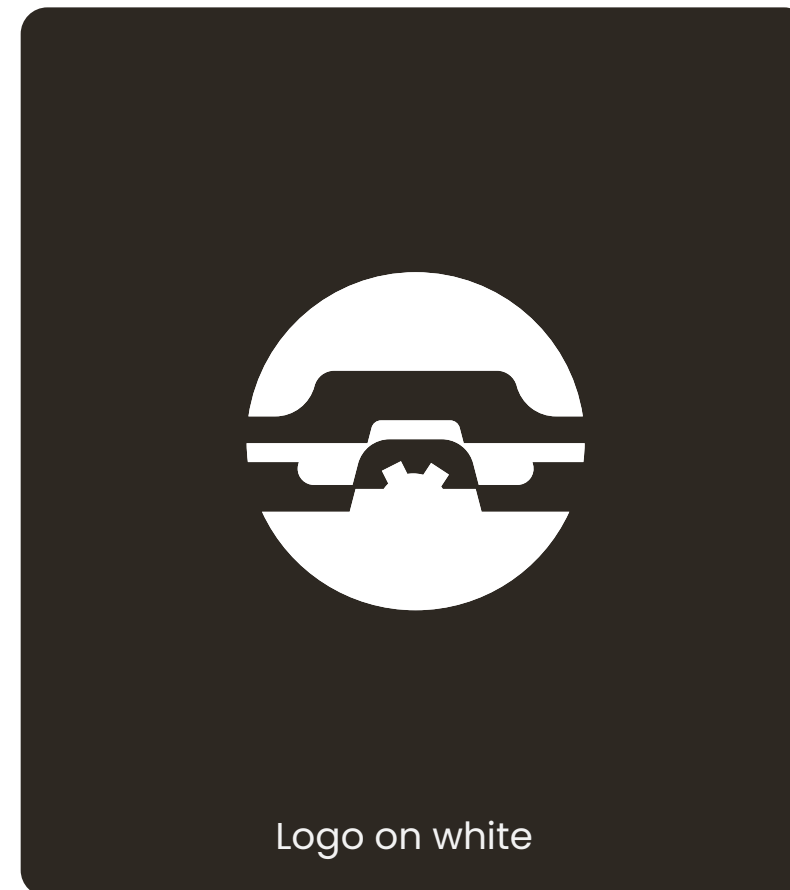


Logo Construction

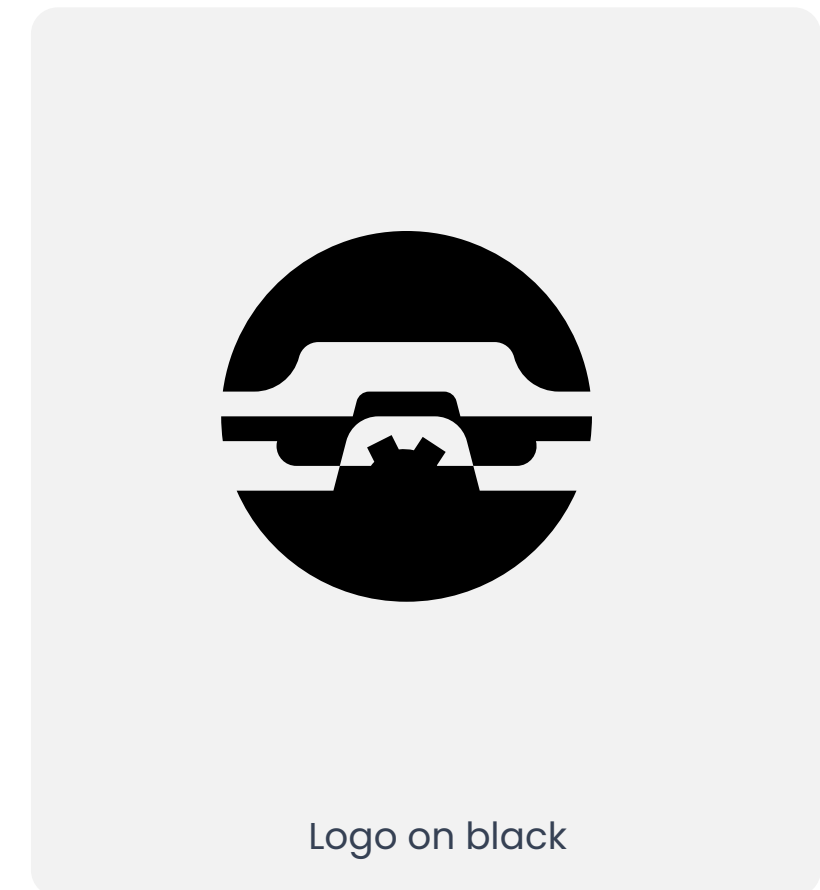


The logo was carefully crafted from the various part of an automobile parts and repair equipments. The circular part represent the safe wheels and the upper part shows a spanner which is one of the major tools in keeping the automobile safe through repairs and the teeth-like part represents the gear system of an automobile.

NATA



Logo on white



Logo on black

Color Palette

Primary

Neutral

Violet Blue

RGB 29, 76, 191
CMYK 85, 60, 0, 25
HSL 223, 74, 43
#1D4CBF

Oxford Blue

RGB 11, 20, 40
CMYK 73, 50, 0, 84
HSL 221, 57, 10
#0B1428

Charcoal

RGB 54, 65, 84
CMYK 36, 23, 0, 67
HSL 218, 22, 27
#364154

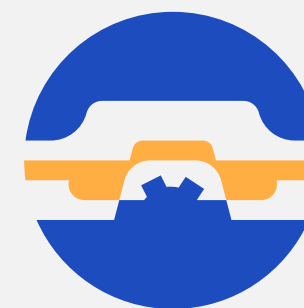
Orange Web

RGB 255, 174, 67
CMYK 0, 32, 74, 0
HSL 34, 100, 63
#FFAE43

White Smoke

RGB 242, 242, 242
CMYK 0, 0, 0, 5
HSL 0, 0, 95
#F2F2F2

Logo with colors





Typeface

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

0123456789()<>/?{ }

Aa

Black

Aa

Bold

Aa

Medium

THANK YOU

NIGERIAN AUTOMOBILE
TECHNICIANS ASSOCIATION

(C) THE GIANT CREATIVE BRAND

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